

SeaWeed California Product Launch

DATE: Wednesday, August 27, 2025

LOCATION: Goleta, California, US

Event Description

SeaWeed California Product Launch is a premier expos event in Goleta. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 45/100

Expected Attendance: 575 people

Event ID: 7NMvR4BWxwhZv2V6y4

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 230 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.